

As for Part 1 of this petition, I believe that current regulations regarding SDARS transmissions already prohibit broadcasting different content to different locations. If this is NOT already an existing rule, then I support making it a written regulation, since it apparently is a requirement that was agreed to by the SDARS companies from the start. However, I also feel that this requirement should be reviewed periodically for relevance.

As for Part 2 of this petition, I believe that this is an ill-conceived attempt by the National Association of Broadcasters to suppress any technology advances that may threaten their member companies\\\' revenues. While wishing to protect ones\\\' revenues from illegal or otherwise inappropriate business practices of competitors is understandable and acceptable, the practice of SDARS delivering traffic and weather information for specific locations (available to ALL SDARS subscribers at ANY location) is NOT illegal nor inappropriate. It is no different than tuning to The Weather Channel on cable television to get weather reports in other cities, or watching Chicago news on WGN, also currently available on cable television.

If the NAB wants to help its\\\' members retain and increase their profits, they should help and encourage them to IMPROVE their services, NOT try to stifle legitimate and legal competition. The American free enterprise system is based on competition and freedom for a business to offer their customers (and potential customers) products at fair and reasonable prices. I believe that the fact that more and more people are subscribing to an SDARS service says that they are willing to pay for what to them is a better service than what is offered by current \\\"over the air\\\" radio services. If these OTA services want to keep and increase their customer base, let them compete fairly for it! Let the customers of all of these services keep their right to have choices!